

WHAT	NEXT REGULAR MEETING OF PSPCS
WHERE	DES MOINES MASONIC TEMPLE 2208 S. 223rd St. (Take Midway exit #149 west off I-5...go to first stop light west of Pacific Hwy. South...Turn right.)
WHEN	Thursday, March 18th 7:00 p.m. till 10:00 p.m. (doors open about 6:00 p.m.)
WHY	A short business meeting..Member's trade and sell tables..(please ignore during business meeting)..Auction (one lot per member)..Door Prize..Show & Tell..Program: Bring your favorite camera (or two) that has at least some wood used in it's construction..(a field camera, an old folder, a box camera, a studio camera etc.)

DARREL WOMACK HAS STROKE:

Our past Club President, Darrel Womack, had what we all hope was a mild stroke on about the first of March. He has spent time in the hospital but is not paralyzed. The prognosis is good and, with some rehabilitation to strengthen his legs, he should be good to go. Darrel says that, FOR SURE, he will be at our Show on May 1st. We will have a "Hurry Back" card at our March meeting for members to sign.

ANOTHER MEMBER GONE:

No, no. No one has "passed over" to the big "Camera Sale in the sky." Long time PSPCS member Jim Passi has sold his used camera equipment store and is moving to Hawaii. We will miss Jim's happy go lucky demeanor and wish him well in the land of sun, sand and tourists in silly shirts.

30th SHOW IS FAST APPROACHING:

After our March meeting there are only six weeks left until our 30th Great Camera Sale, Swap and Show on Saturday, May 1st. So far we have about 50 paid tables sold and if you have not as yet ordered your tables...now is the time to do it. We have table requests from New York State as well as from the west coast. There will be buyers here from Japan and the east coast. If you have items you no longer use now is the time to buy a table..or two..and put them up for sale. Remember, it is first registered..first placed..when table locations are selected by your Show Committee.

Also, now is the time for all members present at our March Club meeting to take some of our Show flyers and place them around the area. Lets continue to get the word out that the best Camera Show in the Western half of the United States is about to happen once again. Lets all work together to make our 30th Great Show our best ever.

Remember, our regular April Club meeting will be on thursday, April 29th with special guest speaker Milan Zahorcak giving a very entertaining talk to kickoff our Show Experience Weekend. This will be a meeting not to be missed!

THIS MONTHS MYSTERY QUESTION Answer at end of Newsletter.
 With thanks to the Western Photographic Historical Society

What German Company in the 1950's made cast aluminimum eye level cameras primarily for 127 film?

★ ★ ★ BACKSIDE INFORMATION ★ ★ ★

The February 18th meeting of the Puget Sound Photographic Collectors Society was called to order at 7:00 p.m. by president Mike Immel. There were 26 members and guests in attendance. Minutes of the previous meeting were approved as read. Treasurer Shirley said we were still in the black but that this year's paid Club membership was down over last year.

OLD BUSINESS: None.

NEW BUSSINESS AND ANNOUNCEMENTS:

Jim Passi has sold his home and business and is moving to Hawaii.

Bill Kimber gave a Show report. Everything is moving along. We need members to take flyers and spread them around the Puget Sound area. Our very nice Show button for 2010 is done (Thanks Walt). We have sold about 50 tables so more need to be sold. Our friday evening Hospitality room will again be great with Shiela Fraser again in charge. We still need ticket takers to man the door for a one hour tour of duty. For this work they will receive an early in pass worth \$25.00. Our Show Experience weekend regular Club meeting will be on April 29th with Milan Zahorcak as guest speaker.

EARN THAT CAMERA: Due to the lack of a camera at the January meeting there was no presentation. Darrel was choosen for the March meeting.

SHOW & TELL:

Dave Rystrom told about the Aerocibo Radio Telescope he and Stan visited while in Puerto Rico. Stan showed his compact Dye Sublimation Printer. Darrel had a great dumpster diving story that had resulted in finding a 16mm Kodak reflex special movie camera. Walt, Bob, Jim G. and Merle had items or comments. Thank you all!

PROGRAM:

Six people had items to share. Darrel a Goofy camera and a squirt camera. Gene had a doll with camera. Shirley showed a Brad Paisley CD, "Who needs pictures" that was camera shaped. John Sparrow presented a 45 rpm record that looks like a camera. Maxine showed her pink kodak folder. Bill Kimber had several items including camera vallentine cards, a 1914 camera post card and two circa 1930 colored Petite 127 cameras...a rare green "lightning Bolt" and a blue "Step Pattern". Again, thank you all!

AUCTION AND DOOR PRIZE

Four items were up for auction. Two sold for a total of \$58.00. No sale on the other two. Tim H. won the door prize.

Meeting adjourned at 8:10 p.m. for more nummie munching, selling and conversation.



THE BELLOWS Newsletter is published 10 times per year by Puget Sound Photographic Collector's Society, Inc. Information for The Bellows should be send to Bill Kimber, 1413 Weathervane Drive, Tacoma, WA 98466-5712, (253) 564-4046, billkimber@webtv.net

The P.S.P.C.S. internet address is www.pspcs.org

Dues are \$20.00 per year and should be sent to Secretary/Treasurer Shirley Sparrow, 300 Pease Road, Cle Elum, WA 98922, (509) 674-1916, sesparrow9@msn.com P.S.P.C.S. members receive first notification of our yearly April show.

President: Mike Immel (206) 856-7722 shutt64@yahoo.com

The following article on Argus slide projectors is the second in a two part series by P.S.P.C.S. Club member Robert E. Kelly. It was first published in the Michigan Photographic Historical Society's newsletter, The Photogram in Nov.--Dec. 2009 and is used with thanks. Ed.

The Design and Marketing of Argus Slide Projectors, - Part 2 - by Robert E. Kelly

Late 1950's Argus advertising focused on tags like, "Treasured color slides that preserve precious memories for you deserve to be treated with extraordinary care. And that's the kind they get from the new Argus Automatic" They also realized consumers were looking for projectors with increasingly brilliant pictures on the screen. Responding, Argus announced there would be more brilliant light in the soon-to-be-introduced new Argus 500-watt Model V. The new projector provided more than twice as much light as the previous 300-watt projectors.

Starting with the twin projectors, Models 38 and 58, in the late 1950s and continuing with all the following 500-series projectors, a more box-shaped design took over.

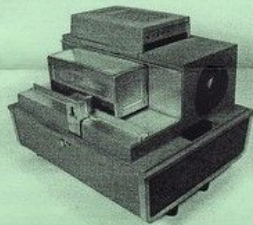


Photo 5 A "building block" look was implemented in the late 1950's. This Model 58, from 1958, represents a design of straight lines, 90 degree angles and block shapes with only the lens remaining round.

The projectors' design moved away from smooth flowing lines and curves to what may best be described as a

"building block" look. Except for the round lens, the entire projector consisted of straight lines, 90-degree angles and block shapes. This approach seems to have been due to a change in industrial design philosophy that occurred when Argus and Sylvania merged in 1957.

In 1959 Sylvania merged with General Telephone, forming General Telephone and Equipment (GT&E). This merger later resulted in a decision to sell the Argus Division of Sylvania. However, management recognized the potential for slide projector sales and with movie projectors beginning production in Ann Arbor the need to make an investment in efficiency was clear. Work continued on the design of a modern new projector plant focused on maintaining a competitive advantage over foreign manufacturers. Construction of the new plant started on October 11, 1960 in the right-to-work environment of Columbia, South Carolina.



Photo 6: Like small portable luggage may be the best description for the early 1960's Argus projectors.

The last major design change for Argus slide projectors took place in 1961, the same year that Kodak released its first Carousel projector. Appearing like a small piece of luggage this style was essentially a rectangular box shape with fold-down or sliding doors covering the front and back panel. Retailers were very enthusiastic about the new unconditional guarantee policy that impressed their customers, reinforcing an age-old rule for success in retail sales: "Learn to love what your customer loves."

"Effective April 29, 1962 Mansfield Will Acquire Argus" was the lead story in the *Photo Trade News* as the sale was announced by Mansfield president, Herbert R. Leopold, Sylvania president Gene K. Beare and Argus Cameras president J. Jackson Riggs. This event signaled the beginning of the end for the heritage Argus Company from Ann Arbor. The well-received luggage style of the early 1960s was refined in 1968 with the introduction of the sleek briefcase-sized 900 Roundabout family, the last Argus manufactured slide projectors.



Photo 7: The sleek, briefcase size, Roundabout family of projectors were the last in the Argus designed line.

There was a gap in slide projector marketing, starting in the mid-1970s when the Roundabout line was discontinued. While old stock was sold off, design and production of new models had ended. Other Argus products were now fully imported and the company no longer manufactured items as major internal business transitions occurred.

Unexpectedly, in the late-summer of 1978 Argus announced it was reentering the slide projector market with machines built by GAF. This restart was an attempt to leverage the respected Argus brand name with re-branded products acquired in other business transactions. However, this last gasp effort proved unsuccessful and it ended the Argus slide projector line after 42 years.

In the 1950's and early 1960's sales were expanding and their comfortable "Made in America" process was providing successful products and taking care of the "Argus Family" of employees and dealers. In the end competition was turning world-wide, the market place changed at an ever-increasing pace and price discounting, so attractive to consumers, was not endorsed by Argus.

Like so many American firms, Argus ultimately proved itself unable to make the shift from a successful "Made in America" institution to an efficient, rapidly responding, and world-economy business.

So

What German Company in the 1950's made cast aluminum eye level cameras primarily for 127 film?

Answer: BILORA (Kurbi & Niggeoh) manufactured three different models and they came in black or blue-grey colors. Priced between \$15 and \$25 in McKeown's.)



BILORA (Kurbi & Niggeoh)